



PROTECT YOUR VOTE OHIO

Revision #: 0 Date: 9/12/2012

Client: OH- PROTECT YOUR VOTE 2012 Estimate: 2684
Media: TV Description: PROTECT YOUR VOTE 2012
Product: ISSUE 2 Flight Start Date: 9/13/12 5:00:00 AM
Market: Cincinnati Flight End Date: 9/22/12 4:59:00 AM

56135

Separation between spots: 10

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Thu 9/13	Fri 9/14	Sat 9/15	Sun 9/16	Mon 9/17	Tue 9/18	Wed 9/19	Thu 9/20	Fri 9/21	Sat 9/22	Total Spots	
WKRC-TV																	
14	MTuWThF 6:00a-6:30a GD MRN CINN@6	EM	\$1,100.00	\$935.00	30	1	1	0	0	1	1	1	1	1	0	P1	7 - 2200
15	MTuWThF 7:00a-8:00a EARLY SHOW	EM	\$700.00	\$595.00	30	1	1	0	0	1	1	1	1	1	0	P1	7 - 1400
16	Sa 7:00a-8:00a LOCAL12NW-SA 7	WK	\$650.00	\$552.50	30	0	0	1	0	0	0	0	0	0	1	P1	2
17	Sa 8:00a-9:00a SAT ER SHW-CBS	WK	\$900.00	\$765.00	30	0	0	1	0	0	0	0	0	0	1	P1	2
18	Su 9:00a-9:30a SUNDAY MRN-CBS	WK	\$1,600.00	\$1,360.00	30	0	0	0	1	0	0	0	0	0	0	P1	1
19	MTuWThF 5:30p-6:00p LOCAL12 NW-530<	EN	\$1,900.00	\$1,615.00	30	1	1	0	0	1	1	1	1	1	0	P1	7 - 1900
20	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	EN	\$2,000.00	\$1,700.00	30	1	1	0	0	1	1	1	1	1	0	P1	7 - 2000
21	Sa 6:00p-6:30p NEWS	EN	\$850.00	\$722.50	30	0	0	1	0	0	0	0	0	0	1	NA	2 - 1700
22	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$2,200.00	\$1,870.00	30	1	1	0	0	1	1	1	1	1	0	P2	7 - 2200
23	Sa 11:00p-11:35p LATE NEWS	LN	\$2,200.00	\$1,870.00	30	0	0	1	0	0	0	0	0	0	1	P2	2
24	Su 11:00p-11:35p LATE NEWS	LN	\$2,200.00	\$1,870.00	30	0	0	0	1	0	0	0	0	0	0	P2	1

-11400



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WKRC-TV																
Total Spots:						5	5	4	2	5	5	5	5	5	4	45
Total Cost:			\$68,300.00	\$58,055.00												
Total																
SEP 12			\$68,300.00	\$58,055.00												

Signature: _____

Disclaimer:

56900



Summary by Station/System

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Media: TV **Description:** PROTECT YOUR VOTE 2012
Product: ISSUE 2 **Flight Start Date:** 9/13/12 5:00:00 AM
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Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	45	\$68,300.00	100%	\$58,055.00	100%
Market Total:	45	\$68,300.00		\$58,055.00	

Order / Rev: 56135

Advertiser: Protect Your Vote Ohio

Local 12 WKRC-TV

Alt Order #:

Product Desc: Issue 2

Flight Dates: 09/14/12 - 09/22/12

Estimate: 2684

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 3	WKRC	09/15/12	09/22/12	6a-8a Local 12 News Sa 6a-8a Local 12 News Sat	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-----1-	:30	1	\$650.00	P-1	0.00	NM	2	\$1,300.00	
N 4	WKRC	09/15/12	09/22/12	CBS This Morning Satur Saturday Early Show	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-----1-	:30	1	\$900.00	P-1	0.00	NM	2	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
	Week: 09/10/12	09/16/12	09/16/12	-----1-	1	\$900.00	0.00									
	Week: 09/17/12	09/23/12	09/23/12	-----1-	1	\$900.00	0.00									
N 5	WKRC	09/16/12	09/16/12	CBS Sun Morning CBS Sun Morn News	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-----1	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
	Week: 09/10/12	09/16/12	09/16/12	-----1	1	\$1,600.00	0.00									
N 6	WKRC	09/14/12	09/21/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	11111--	:30	5	\$1,900.00	P-1	0.00	NM	6	\$11,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
	Week: 09/10/12	09/16/12	09/16/12	----1--	1	\$1,900.00	0.00									
	Week: 09/17/12	09/23/12	09/23/12	11111--	5	\$1,900.00	0.00									
N 7	WKRC	09/14/12	09/21/12	6p Local 12 News at Six 6p Local 12 News at Six	CM	6p-630p	11111--	:30	5	\$2,000.00	P-1	0.00	NM	6	\$12,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
	Week: 09/10/12	09/16/12	09/16/12	----1--	1	\$2,000.00	0.00									
	Week: 09/17/12	09/23/12	09/23/12	11111--	5	\$2,000.00	0.00									
N 8	WKRC	09/14/12	09/21/12	11p M-F Local 12 News 11p M-F Local 12 News 11	CM	11p-1135p	11111--	:30	5	\$2,200.00	P-2	0.00	NM	6	\$13,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
	Week: 09/10/12	09/16/12	09/16/12	----1--	1	\$2,200.00	0.00									
	Week: 09/17/12	09/23/12	09/23/12	11111--	5	\$2,200.00	0.00									
N 9	WKRC	09/15/12	09/22/12	11p Sa-Su Local 12 Nws 11p Sa-Su Local 12 Nws 11	CM	11p-1135p	-----1-	:30	1	\$2,200.00	P-2	0.00	NM	2	\$4,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
	Week: 09/10/12	09/16/12	09/16/12	-----1-	1	\$2,200.00	0.00									
	Week: 09/17/12	09/23/12	09/23/12	-----1-	1	\$2,200.00	0.00									
N 10	WKRC	09/16/12	09/16/12	11p Sa-Su Local 12 Nws 11p Sa-Su Local 12 Nws 11	CM	11p-1135p	-----1	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
	Week: 09/10/12	09/16/12	09/16/12	-----1	1	\$2,200.00	0.00									
	Week: 09/17/12	09/23/12	09/23/12	-----1	1	\$2,200.00	0.00									
Totals															36	\$56,900.00